

Search report

S1 2578040 COMMUNIT? OR POPULATION OR SOCIET? OR SOCIAL() (LIFE OR RELATION?) OR FELLOWSHIP? OR ASSOCIATION? OR COMPAN? OR ORGANIZATION? OR CHAT?

S2 337427 WWW OR W()W OR WORLDWIDE()WEB OR WORLD()WIDE()WEB OR INTERNET OR ONLINE OR ON()LINE

S3 1043771 WEB() (SITE? OR PAGE?) OR WEBSITE? OR WEBPAGE? OR HOME()PAGE? OR HOMEPAGE? OR WEBBASE OR WEB()BASE? OR PORTAL? OR VIRTUAL OR SIMULAT? OR LOGICAL

S4 804451 USER? OR CONSUMER? OR BUYER? OR PURCHASER? OR SHOPPER? OR - EMPTOR? OR CUSTOMER? OR NETIZEN?

S5 2091691 ITEM? OR PRODUCT? OR MERCHANDISE OR WARE? OR COMMODIT?

S6 3421483 CONTACT OR REACH? OR CONNECT? OR APPROACH? OR QUESTION? OR CORRESPOND? OR RECOMMEND? OR STATEMENT? OR REVIEW OR EVALUAT?

S7 941706 E()MAIL OR EMAIL OR ELECTRONIC()MESSAGE OR HANDLE OR AVATAR OR PERSONA? OR ALIAS OR PSEUDONYM? OR ANONYM? OR NAME? OR PHONE()NUMBER OR INSTANT()MESSAG? OR IM OR ICQ

S8 622362 BOOK? OR CD OR CDS OR COMPUTER () GAME? OR APPLIANCE? OR CAR OR CARS OR AUTOMOBILE? OR RESTAURANT? OR TOY OR TOYS OR POPULAR? OR BEST()SELLING OR BESTSELLING OR FAVORITE?

S9 21527 S1 (3N) (S2 OR S3)

S10 153533 S6 (5N) (S5 OR S8)

S11 1669 10 AND S4 AND S6 AND S7

S12 42 S9 AND S11

S13 42 RD (unique items)

S14 25 S13 NOT PY>1999

S15 22 S14 NOT PD>19990409

S16 309 S9 AND S10

S17 64 S16 AND S6 AND S7

S18 62 RD (unique items)

S19 59 S18 NOT S12

S20 39 S19 NOT PY>1999

S21 32 S20 NOT PD>19990409

S22 35 AU=(BEZOS, J? OR BEZOS J? OR SPIEGAL, J? OR SPIEGAL J? OR - MCAULIFFE, J? OR MCAULIFFE J?)

S23 0 S22 AND S9

File 77:Conference Papers Index 1973-2002/Jan
(c) 2002 Cambridge Sci Abs

File 35:Dissertation Abs Online 1861-2002/Feb
(c) 2002 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Feb 05
(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2002/Feb W1
(c) 2002 BLDSC all rts. reserv.

File 2:INSPEC 1969-2002/Feb W1
(c) 2002 Institution of Electrical Engineers

File 233:Internet & Personal Comp. Abs. 1981-2002/Feb
(c) 2002 Info. Today Inc.

File 475:Wall Street Journal Abs 1973-2002/Feb 05
(c) 2002 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2001/Dec
(c) 2002 The HW Wilson Co.

File 95:TEME-Technology & Management 1989-2002Jan W3
(c) 2002 FIZ TECHNIK

Search report

S1 2578040 COMMUNIT? OR POPULATION OR SOCIET? OR SOCIAL() (LIFE OR RELATION?) OR FELLOWSHIP? OR ASSOCIATION? OR COMPAN? OR ORGANIZATION? OR CHAT?

S2 337427 WWW OR W()W OR WORLDWIDE()WEB OR WORLD()WIDE()WEB OR INTERNET OR ONLINE OR ON()LINE

S3 1043771 WEB() (SITE? OR PAGE?) OR WEBSITE? OR HOME()PAGE? OR HOMEPAGE? OR WEBBASE OR WEB()BASE? OR PORTAL? OR VIRTUAL OR SIMULAT? OR LOGICAL

S4 804451 USER? OR CONSUMER? OR BUYER? OR PURCHASER? OR SHOPPER? OR -EMPTOR? OR CUSTOMER? OR NETIZEN?

S5 2091691 ITEM? OR PRODUCT? OR MERCHANDISE OR WARE? OR COMMODIT?

S6 3421483 CONTACT OR REACH? OR CONNECT? OR APPROACH? OR QUESTION? OR CORRESPOND? OR RECOMMEND? OR STATEMENT? OR REVIEW OR EVALUAT?

S7 941706 E()MAIL OR EMAIL OR ELECTRONIC()MESSAGE OR HANDLE OR AVATAR OR PERSONA? OR ALIAS OR PSEUDONYM? OR ANONYM? OR NAME? OR PHONE()NUMBER OR INSTANT()MESSAG? OR IM OR ICQ

S8 622362 BOOK? OR CD OR CDS OR COMPUTER () GAME? OR APPLIANCE? OR CAR OR CARS OR AUTOMOBILE? OR RESTAURANT? OR TOY OR TOYS OR POPULAR? OR BEST()SELLING OR BESTSELLING OR FAVORITE?

S9 29785 S1 (5N) (S2 OR S3)

S10 11619 S4 AND (S5 OR S8) AND S6 AND S7

S11 292 S9 AND S10

S12 286 RD (unique items)

S13 176 S12 NOT PY>1999

S14 143 S13 NOT PD>19990409

S15 7278 S4 (10N) ((S5 OR S8) AND S6 AND S7)

S16 65 S9 (10N) S15

S17 42 S16 NOT PY>1999

S18 32 S17 NOT PD>19990409

S19 30 RD (unique items)

File 77:Conference Papers Index 1973-2002/Jan
(c) 2002 Cambridge Sci Abs

File 35:Dissertation Abs Online 1861-2002/Feb
(c) 2002 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Feb 05
(c) 2002 The Gale Group

File 65:Inside Conferences 1993-2002/Feb W1
(c) 2002 BLDSC all rts. reserv.

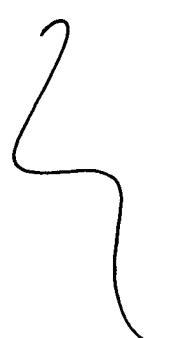
File 2:INSPEC 1969-2002/Feb W1
(c) 2002 Institution of Electrical Engineers

File 233:Internet & Personal Comp. Abs. 1981-2002/Feb
(c) 2002 Info. Today Inc.

File 475:Wall Street Journal Abs 1973-2002/Feb 05
(c) 2002 The New York Times

File 99:Wilson Appl. Sci & Tech Abs 1983-2001/Dec
(c) 2002 The HW Wilson Co.

File 95:TEME-Technology & Management 1989-2002Jan W3
(c) 2002 FIZ TECHNIK



19/5/1 (Item 1 from file: 35)
DIALOG(R)File 35:Dissertation Abs Online
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01795355 ORDER NO: AADAA-I9935688

CROSS-PROMOTION OF INTERNET ADVERTISING: A TEST OF RECALL OF WORLDWIDE WEB ADDRESSES IN PRIME-TIME TELEVISION ADVERTISING (WORLD WIDE WEB)

Author: DUET, RICK

Degree: PH.D.

Year: 1999

Corporate Source/Institution: THE UNIVERSITY OF SOUTHERN MISSISSIPPI (0211)

Director: DAVID GOFF

Source: VOLUME 60/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1812. 136 PAGES

Descriptors: MASS COMMUNICATIONS ; EDUCATION, TECHNOLOGY ; BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0708; 0710; 0338

The practice of including Internet addresses in television advertising is relatively new. A central issue in the use of cross-promotion advertising is the effectiveness of conveying the Internet addresses to the consumer. Advertising recall can be used to assess the ability of the consumer to remember the Internet address of a company and then connect to the site successfully. The accuracy of the recall is important because the limited number of domain names and suffixes for types of sites does not allow for every product or company to have the most logical domain name.

This study was conducted to determine the success consumers' recall of Internet addresses included in commercials. In addition, the study was designed to determine whether adding Internet addresses to commercials would positively affect brand recall of the product or service being advertised. The relationship between computer literacy and gender was also tested.

The results from this study establish clearly that whatever advertisers have in mind when they include Internet addresses in television commercials, that is, whatever they hope to accomplish by including these addresses, has very little chance of succeeding. This study is a beginning. It established that the practice of cross-promotion of the Internet in primetime advertising may not be very successful. Ninety-eight percent of the participants can not recall whether a brand included an Internet address in its commercials and 97 percent of the participants can not accurately recall the Internet addresses included in the commercials viewed. This study found that recall of brands including Internet addresses in their commercials is higher than brands excluding Internet addresses. Participants in this study were much more successful recalling brands (35%) than recalling whether a brand had an Internet address or not (2.3%) or accurately recalling the Internet addresses included (3.4%). According to this study, computer literacy is related to the ability to successfully recall Internet addresses and gender has no affect on recall.

19/5/2 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09082384

soneralta reaalialainen asiakaspalveluratk

FINLAND: ON-LINE INTERNET SOLUTION BY SONERA

Kauppalehti (XFD) 30 Mar 1999 p.11

Language: FINNISH

Finnish operator Sonera will launch an Internet technology based Sonera Online Contact Service with which **companies** can serve their customers in real time on the Internet as well as handle incoming e-mails and faxes. The service is available from the beginning of June 1999. The service has been developed in cooperation with American CosmoCom.

COMPANY: SONERA; COSMOCOM; INTERNET

PRODUCT: Marketing (9914CU); Database Vendors (7375);

EVENT: Product Design & Development (33);

COUNTRY: Finland (5FIN);

19/5/3 (Item 2 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09017943

AOL macht Internet-Surfen billiger

GERMANY: PRICE WAR AMONG ONLINE PROVIDERS

Handelsblatt (HT) 13 Nov 1998 p.18

Language: GERMAN

In Germany, prices for the use of online services and internet access are decreasing. From the beginning of December 1998, AOL Deutschland of Hamburg, for example, is to lower its variable internet access charges on an unchanged basic fee of DM 9.90 per month. In addition, AOL Deutschland will offer its AOL Card, which for DM 99 per year, will once more lower the hourly charge. In the long range, the AOL Card is to be developed into a brand article. Subscribers are to be offered cheaper prices for internet magazines and internet telephony. Thereby, the parent company Bertelsmann is to do additional business with AOL customers. The main competitor, Deutsche Telekom subsidiary T-Online, has already decreased its prices substantially. Also other companies such as Viag Interkom and UUnet, which are pure internet providers without offering their own online services, are fully involved in the price battle. The telephone company Mobilcom AG of Schleswig is to enter business as a pure internet provider with its FreeNet rate. Mobilcom will not charge any basic and usage fees, **users** will only have to pay for the telephone **connection** to the access point. For AOL, those **companies** only providing **internet** access are no real competitors. AOL **customers** spend 82% of their online time for AOL services including **e-mail** and chat.

COMPANY: MOBILCOM; UUNET; VIAG INTERKOM; T-ONLINE; DEUTSCHE TELEKOM;
BERTELSMANN; AOL DEUTSCHLAND

EVENT: Commodity & Service Prices (72); Marketing Procedures (24);
COUNTRY: Germany (4GER);

19/5/4 (Item 3 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

09005145

Telstra to offer rural Australia free e-mail

AUSTRALIA: FREE E-MAIL SERVICE BY TELSTRA

The Australian Financial Review (AFR) 15 Oct 1998 p.36

Language: ENGLISH

Search report

In a bid to connect rural Australia onto the Internet, a free e-mail service called easymail will be launched by telecommunications giant Telstra in Australia. The easymail e-mail service enables remote communities in the country to get online by providing Telstra phone users with a PC and an Internet e-mail address. In addition, the service also includes an advertising subsidised e-mail service at a local call charge for mail collection.

COMPANY: TELSTRA; INTERNET

EVENT: Product Design & Development (33); Plant/Facilities/Equipment (44);

COUNTRY: Australia (9AUS);

19/5/5 (Item 4 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06659950

New Net service for importers, exporters
ASIA: ASIAN SOURCES DEBUTS INTERNET SERVICE
Business Times (XBA) 22 Jul 1998 P.9
Language: ENGLISH

According to Sarah Benecke, chief executive officer of Asian Sources, an Asian publishing firm, the company has introduced an Internet service for importers and exporters, named Private Buyer Catalogues service. The service enables big importers to save time in their sourcing and purchasing operations. It allows Asian exporters to reach some of the global largest importers. Private Buyer Catalogues are private, tailor-made electronic catalogues on the Web for big importers. Such products give importers access to information that is relevant to their business. The firm will enter information on new products and suppliers into a customer's catalogue and alert the importer via e-mail. It will start a service by the end of 1998, which enables buyers and suppliers to complete their deal on the Internet. Doing such transactions over the Internet is around 90% cheaper than the traditional paper-based methods. It also reduces the trade cycle time. Security and privacy is ensured on Private Buyer Catalogues and Asian Sources' network by means of passwords. The firm will release in March 1999 a simplified Chinese Web site designed for the China market.

COMPANY: INTERNET; ASIAN SOURCES

PRODUCT: Balance of Payments (E5710);

EVENT: Plant/Facilities/Equipment (44);

COUNTRY: Southeast Asia (92T); Eastern Asia (92E);

19/5/6 (Item 5 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2002 The Gale Group. All rts. reserv.

06536643

IBM ouvre une galerie marchande franXaise
FRANCE: A SHOPPING CENTER ON INTERNET
Points de Vente (PDV) 23 Oct 1997 p.66
Language: FRENCH

After an initial non-conclusive experiment in the United States, IBM has opened an Internet site in France named Surfandbuy. This site is a shopping

Search report

centre with 35 shops (it expects to have over 50 by the end of 1997), and it will be tested from 15 October 1997 to the end of December 1997. These 35 stores include Toys R Us, DZcatalon, the Caisse National de PrZvoyance <life assurance>, the Red Cross, and Hachette Filipacchi. Each shop will offer five products . The goal is to make Internet users familiar with on - line purchases, and to show companies that Internet sales exist. IBM forecasts 3,000 connections per day. Moreover, there will be studies carried out on the reactions and motivations of the Internet users. IBM has teamed up with Europe 1, Yahoo, Ogilvy & Mather for advertising, CrZdit Agricole, and SG2, which is offering its Payline facility for secure purchase payments which are made by the Carte Bleue or by cheque or by bank transfer. Each seller handles its own logistics.

COMPANY: IBM

PRODUCT: Retail Trade (5200); Mail Order Houses (5961); Cosmetics (2844CO);

EVENT: General Management Services (26); Product Design & Development (33); Plant/Facilities/Equipment (44);

COUNTRY: France (4FRA);

19/5/7 (Item 6 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

(c) 2002 The Gale Group. All rts. reserv.

06332011

Fierce competition between SEEDNet and HiNet

TAIWAN: INTERNET MARKET EXPANDING

Economic Daily News (XKD) 22 Jun 1996 p.15

Language: CHINESE

Taiwan's Institute for Information Industry's SEEDNet will give out free CD-ROMs and the account number of SEEDNet to the readers of Computer Professional Magazine (translated name) in July in order to attract 100,000 new Internet clients. Whole Country Electronics Company (translated name) has reached a agreement with SEEDNet that customers can apply as SEEDNet clients throughout its 150 outlets. HiNet will provide 3,000 addresses by the end of June and 12,000 in September. HiNet is considering to set up 4 more TI lines. *

COMPANY: WHOLE COUNTRY ELECTRONICS COMPANY; HINET; INTERNET; SEEDNET; INSTITUTE FOR INFORMATION INDUSTRY

PRODUCT: Data Communications Equipment (3661DC);

EVENT: Plant/Facilities/Equipment (44);

COUNTRY: Taiwan (9TAI);

19/5/8 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2002 Institution of Electrical Engineers. All rts. reserv.

6353344 INSPEC Abstract Number: C1999-10-7130-020

Title: Seattle Smart Traveler: dynamic ridematching on the World Wide Web

Author(s): Dailey, D.J.; Loseff, D.; Meyers, D.

Author Affiliation: Dept. of Electr. Eng., Washington Univ., Seattle, WA, USA

Journal: Transportation Research Part C (Emerging Technologies)
vol.7C, no.1 p.17-32

Publisher: Elsevier,

Publication Date: Feb. 1999 Country of Publication: UK

ISSN: 0968-090X

SICI: 0968-090X(199902)7C:1L.17:SSTD;1-N

Material Identity Number: B077-1999-004

U.S. Copyright Clearance Center Code: 0968-090X/99/\$20.00

Document Number: S0968-090X(99)00007-8

Language: English Document Type: Journal Paper (JP)

Treatment: Applications (A)

Abstract: Seattle Smart Traveler (SST) is an application of World Wide Web (WWW) technology to test the concept of automated dynamic rideshare matching. In SST, the rideshare clientele interact with the rideshare system using only WWW pages. SST collects spatial and temporal trip information using a series of WWW pages, performs a match using structured query language (SQL) specifications to a database engine, and supports both the standard phone-based contact methodology as well as two new, unique e-mail-based contact methodologies. SST was operated in parallel to a traditional, regional rideshare system for one year, and the two systems were marketed to the user community on a side-by-side basis. SST and the traditional system acquired approximately the same number of new users over a nine-month test period; however, there was little overlap in the population using the two parallel systems. SST demonstrates that there is a user population that can be reached using Internet technologies for immediate/dynamic ride-matching that is not reached by traditional ridematch programs. This paper also reports a new statistical model for quantifying rideshare matching and carpooling. The model is validated using the SST experimental results, and the model demonstrates that the carpooling process is a quadratic function of the number of users participating. (7 Refs)

Subfile: C

Descriptors: database management systems; government data processing; information resources; statistical analysis; transportation

Identifiers: Seattle Smart Traveler; dynamic ridematching; World Wide Web ; WWW; SST; structured query language; SQL specifications; database engine; e-mail-based contact methodologies; statistical model; car-pooling; carpooling

Class Codes: C7130 (Public administration); C7210N (Information networks); C6160 (Database management systems (DBMS)); C1140Z (Other topics in statistics)

Copyright 1999, IEE

19/5/9 (Item 2 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2002 Institution of Electrical Engineers. All rts. reserv.

6291341

Title: Bazaar advantages [electronic marketplaces]

Author(s): Dalton, G.

Journal: InformationWEEK no.733 p.42-4, 46, 48

Publisher: CMP Media Inc,

Publication Date: 10 May 1999 Country of Publication: USA

CODEN: INFWE4 ISSN: 8750-6874

SICI: 8750-6874(19990510)733L.42:BAEM;1-B

Material Identity Number: I819-1999-021

Language: English Document Type: Journal Paper (JP)

Treatment: Economic aspects (E)

Abstract: Electronic marketplaces could transform business-to-business commerce. 1,000 online marketplaces exist today and that number will explode to 10,000 by year's end, predicts Gartner Group analyst Roy Satterthwaite. The reason: online marketplaces offer big advantages over extranets to IT departments and business managers at companies that sell online . Companies can connect to many buyers without having to

Search report

create point-to-point connections to each, reach new customers, and leverage information from competitors to increase sales. Many marketplaces handle the tricky task of integrating large amounts of product information from a variety of vendors using different systems, and some sites are adding software applications for conducting online auctions, which let sellers unload excess inventory and outdated models more efficiently. (0 Refs)

Subfile: D

Descriptors: business communication; electronic commerce; Internet; marketing

Identifiers: electronic marketplaces; business-to-business commerce; online marketplaces; online selling; customers; competitor information; sales; software applications; online auctions

Class Codes: D2140 (Marketing, retailing and distribution); D2080 (Information services and database systems); D5020 (Computer networks and intercomputer communications)

Copyright 1999, IEE

19/5/10 (Item 3 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2002 Institution of Electrical Engineers. All rts. reserv.

6071587 INSPEC Abstract Number: B9812-6210L-046, C9812-7210-029

Title: Pushing opportunities on the Internet

Author(s): Lagacherie, F.; Matthews, A.

Author Affiliation: BT Labs., Ipswich, UK

Journal: British Telecommunications Engineering Conference Title: Br. Telecommun. Eng. (UK) vol.17, pt.2 p.164-9

Publisher: Instn. British Telecommun. Eng,

Publication Date: Aug. 1998 Country of Publication: UK

CODEN: BTEND4 ISSN: 0262-401X

SICI: 0262-401X(199808)17:2L.164:POI;1-L

Material Identity Number: C593-98004

Conference Title: 37th European Telecommunications Congress. FITCE '98.

'Diverging Roles in a Converging Marketplace'

Conference Date: 24-28 Aug. 1998 Conference Location: London, UK

Language: English Document Type: Conference Paper (PA); Journal Paper (JP)

Treatment: Economic aspects (E); General, Review (G)

Abstract: In today's competitive environment customer-driven (one-to-one) strategies seem more likely to restore brand loyalty than product-centric approaches. With its interactive and open architecture, the Internet embraces the one-to-one model and arises as the right vehicle to engage each customer in a personalised relationship. Opportunities exist now for telecommunications companies to develop on-line customer-centric services to provide their own end-customers with personalised services or to position themselves as a conduit for third parties to trade with their individual customers. (10 Refs)

Subfile: B C

Descriptors: Internet; marketing; telecommunication services

Identifiers: Internet; competitive environment; brand loyalty; on-line customer-centric services; personalised services

Class Codes: B6210L (Computer communications); C7210 (Information services and centres); C5620W (Other computer networks)

Copyright 1998, IEE

19/5/11 (Item 4 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2002 Institution of Electrical Engineers. All rts. reserv.

5567569 INSPEC Abstract Number: C9706-7250N-001
Title: **Siteseer: personalized navigation for the Web**
Author(s): Rucker, J.; Polanco, M.J.
Author Affiliation: Imana Inc., San Francisco, CA, USA
Journal: Communications of the ACM vol.40, no.3 p.73-5
Publisher: ACM,
Publication Date: March 1997 Country of Publication: USA
CODEN: CACMA2 ISSN: 0001-0782
SICI: 0001-0782(199703)40:3L.73:SPN;1-J
Material Identity Number: C056-97004
U.S. Copyright Clearance Center Code: 0001-0782/97/0300/\$3.50
Language: English Document Type: Journal Paper (JP)
Treatment: Practical (P)
Abstract: Siteseer is a World Wide Web page recommendation system that uses an individual's bookmarks and the organization of bookmarks within folders for predicting and recommending relevant pages. Siteseer utilizes each user's bookmarks as an implicit declaration of interest in the underlying content, and the user's grouping behavior (such as the placement of subjects in folders) as an indication of semantic coherency or relevant groupings between subjects. In addition, Siteseer treats folders as a personal classification system which enables it to contextualize recommendations into classes defined by the user. Over time, Siteseer learns each user's preferences and the categories through which they view the world, and at the same time it learns, for each Web page, how different communities or affinity-based clusters of users regard it. Siteseer then delivers personalized recommendations of online content and Web pages, organized according to each user's folders. (0 Refs)
Subfile: C
Descriptors: classification; Internet; online front-ends; personal information systems; user modelling
Identifiers: Siteseer; personalized navigation; World Wide Web page recommendation system; bookmarks; folders; relevant pages; online content; user interest; grouping behavior; subject placement; semantic coherency; personal classification system; recommendations contextualization; user preferences; categories; user communities; affinity-based user clusters
Class Codes: C7250N (Front end systems for online searching); C7210 (Information services and centres); C6180 (User interfaces); C7240 (Information analysis and indexing)
Copyright 1997, IEE

19/5/12 (Item 5 from file: 2)
DIALOG(R) File 2:INSPEC
(c) 2002 Institution of Electrical Engineers. All rts. reserv.

5498730 INSPEC Abstract Number: B9703-6210L-149, C9703-7210-031
Title: **Internet law-the Internet, trademarks and domain names**
Author(s): Durie, R.
Author Affiliation: Linklaters & Paines, London, UK
Journal: Computer Law and Security Report vol.13, no.1 p.29-33
Publisher: Elsevier,
Publication Date: Jan.-Feb. 1997 Country of Publication: UK
CODEN: CLSRE8 ISSN: 0267-3649
SICI: 0267-3649(199701/02)13:1L.29:IITD;1-L
Material Identity Number: I919-97001
Language: English Document Type: Journal Paper (JP)
Treatment: Practical (P)
Abstract: The article discusses the legal issues raised by the rapid growth in enthusiasm to protect the use of domain names on the Internet. Every computer connected to the Internet is assigned a numeric Internet

protocol address. To make the Internet address more user friendly, the Internet authorities also assign alpha/numeric addresses or domain names. Internet users usually only 'see' the mnemonic domain name because on each Internet host resides a conversion table that automatically converts the mnemonic domain name into the numeric address of the relevant server. Where there is more than one Internet user connected to a server, then each user must have a user ID which refers to that particular person connected to the server. This ID will be used in connection with the domain name and will identify that particular server. The problem for Internet users interested in communicating with a particular company and obtaining information about its products or services, or increasingly buying its products or services, is that there is no satisfactory, complete directory of the domain names of businesses. As a result, users often seek to guess the domain name of a prominent company. Consequently, a company doing business online will want to include its trademark in the domain name to ensure its promotions, information and commercial offerings are easy to find. However, many companies discover that their trade name or trademark is being used by others as an Internet domain name. On the other side of this issue are questions of protecting Internet related trademark rights. (0 Refs)

Subfile: B C

Descriptors: authorisation; copy protection; industrial property; Internet; legislation

Identifiers: Internet law; domain names; legal issues; numeric Internet protocol address; alpha/numeric addresses; mnemonic domain name; numeric address; Internet user; user ID; Internet users; prominent company; business online; commercial offerings; Internet related trademark rights

Class Codes: B6210L (Computer communications); C7210 (Information services and centres); C5620W (Other computer networks); C0230B (Legal aspects of computing); C6130S (Data security)

Copyright 1997, IEE

19/5/13 (Item 6 from file: 2)
DIALOG(R)File 2:INSPEC
(c) 2002 Institution of Electrical Engineers. All rts. reserv.

5327388 INSPEC Abstract Number: C9609-7210-018

Title: New names, new products, new pricing, and new looks for online business information.

Author(s): O'Leary, M.

Author Affiliation: Frederick Library, Frederick, MD, USA

Journal: Computers in Libraries vol.16, no.6 p.26-30

Publisher: Information Today,

Publication Date: June 1996 Country of Publication: USA

CODEN: CPLIE8 ISSN: 1041-7915

SICI: 1041-7915(199606)16:6L.26:NPPL;1-2

Material Identity Number: M943-96006

Language: English Document Type: Journal Paper (JP)

Treatment: General, Review (G)

Abstract: The online business information industry is now crowded with companies that are vying for your dollars, with both brand new online services and with renovated older ones. Fresh names like Profound, EyeQ, Business Network and ProQuest Direct have appeared, while old-timers such as DIALOG, News/Retrieval, NEXIS and NewsNet have come roaring back with major upgrades and new products. Whether old or new, they are all being driven by profound changes in information technology, which are resulting in exciting new information services of great benefit to end users and online experts alike. All of these services provide powerful, efficient and cost-effective access to business information, especially for end users.

Online information companies have long sought to reach millions of customers directly, and today's powerful yet simple systems are making it

Search report

happen. The competition is fierce, however, so nobody can afford to sit still. So look out for continuing innovations and refinements from both new names and old. (0 Refs)

Subfile: C

Descriptors: commerce; costing; information industry; information services

Identifiers: online business information industry; information products; pricing; upgrades; information technology; new information services; cost-effective access; competition; innovations; refinements

Class Codes: C7210 (Information services and centres); C7100 (Business and administration)

Copyright 1996, IEE

19/5/14 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2002 Info. Today Inc. All rts. reserv.

00531127 99MW04-024

Consultant 2.5 -- PIM synchs with Palm organizers

Tessler, Franklin

Macworld , April 1, 1999 , v16 n4 p55, 1 Page(s)

ISSN: 0741-8647

Company Name: Chronos

URL: <http://www.chronosnet.com>

Product Name: Consultant 2.5

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): B

Geographic Location: United States

Presents a favorable review of Consultant 2.5 (\$49.95), a Palm-compatible personal information manager from Chronos (801). Says that the product offers a full-featured contact manager, and a calendar that supports day, multiday, week, month, year, Gantt, and list views. Notes that, while timed to-dos and zero duration events are not supported, the product does provide automatic word completion and telephone number formatting, as well as the ability to book events by describing them in plain English. Says that the most glaring problem is that uncompleted to-dos on the Palm always appear on the current day in the calendar, even if they are due later. Recommends that Palm users download a demo version of the product from the company's Web site . Received a rating of 3.5 on a scale of one to five. Includes one screen display and one scorecard. (JC)

Descriptors: Personal Information Manager; Software Tools; Macintosh; Utility Program; Productivity Software; Calendar

Identifiers: Consultant 2.5; Chronos

19/5/15 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2002 Info. Today Inc. All rts. reserv.

00510236 98NM10-001

Who's the boss? -- Customers are always right...now they're in charge too

Hood, Phil

NewMedia , October 1, 1998 , v8 n11 p30-37, 8 Page(s)

ISSN: 1060-7188

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Search report

States that customers are becoming major players in the value chain of business through their online activities. Details ways customers are contributing to the value proposition of the products and services they consume, including: creation of new markets of buyers and sellers in an active secondary or resale market; control over the creation of Web site content; the sharing of information management of Web sites with site designers; the availability of 24-hour **customer** service through **Web sites** and **chat rooms**; the design of **products** in development; use of e-mail and templates to reach into the production process and control supplier activities; allowing of customers to share information and collaborate; using Web technology to compress the information feedback loops; and the provision of self-service that means personal service plus convenience. Provides one to two examples of each in business today. Includes eight screen displays, and four sidebars. (bjp)

Descriptors: Customer Support; Computers and Society; Business; Trends

19/5/16 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00502059 98CW07-309

Marketers strike gold in ad medium -- Advertorial e-mail

Horwitt, Elisabeth

Computerworld , July 27, 1998 , v32 n30 p45-46, 2 Page(s)

ISSN: 0010-4841

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Examines the use of incentive-based advertising as a user-friendly approach by Web advertisers to gain customers and build relationships with them. Says a growing number of programs are being launched that offer consumers rewards in the form of credits toward merchandise and services in exchange for their agreement to review advertorial e-mail. Notes that advertisers have reported response rates as much as ten times higher than those from banner ads. Says fundamental differences between the two advertising vehicles include the highly-targeted nature of the incentive-based ad, and the fact that it goes to the consumer, rather than waiting for the consumer to come to the **Web site**. Adds that some advertising companies report **consumer** subscriber retention rates of 97 percent, and e - mail response rates of 36 percent. (JC)

Descriptors: Marketing; Electronic Mail; Electronic Commerce; Advertising

19/5/17 (Item 4 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00492818 98PI04-213

Getting a handle on IP

Daly, Robert

PC Magazine , April 21, 1998 , v17 n8 p42, 1 Page(s)

ISSN: 0888-8507

Company Name: Micromuse; Telemate Software

URL: <http://www.micromuse.com> <http://www.telemate.net>

Product Name: Netcool/Internet Service Monitors; Telemate.Net

Languages: English

Document Type: Buyer and Vendor Guide

Grade (of Product Reviewed): B; B

Search report

Hardware/Software Compatibility: IBM PC Compatible
Geographic Location: United States
Provides a comparative review of software solutions designed to help the user control network IP usage. Presents information on two products from two companies . Discusses Netcool/ Internet Service Monitors (\$7,000 individual components; \$20,000 Netcool suite) from Micromuse (415), which is a suite of seven monitors that allow the user to manage your DNS, FTP, HTTP, NNTP, POP3, RADIUS, and SMNP services; and Telemate.Net (\$NA) from Telemate Software (770), an upcoming version of software that lets the user convert TCP/IP logs of HTTP, FTP, Telnet, and SMTP from a firewall or proxy server into customizable text, graphical, and HTML-based reports. Includes one screen display, and one sidebar. (bjp)
Descriptors: TCP/IP; Internet; Network Management; Administration; Reports; Upgrade; HTML
Identifiers: Netcool/Internet Service Monitors; Telemate.Net; Micromuse; Telemate Software

19/5/18 (Item 5 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00484230 98WW01-204
Virtual world in a virtual store -- Using avatars and chat, Egghead Computer seeks to build a community at its retail site
Marlatt, Andrew
WebWeek , January 19, 1998 , v4 n3 p34-35, 2 Page(s)
ISSN: 1081-3071
Company Name: Egghead Computer
URL: <http://www.egghead.com>
Languages: English
Document Type: Articles, News & Columns
Geographic Location: United States
Reports on Egghead Computer's new approach for increasing sales from its Web site. Says that a survey last year by Yankelovich Partners indicated two-thirds of shoppers would not make an online purchase until they receive the same Q&A interaction as they would over the telephone or in person. Adds that Egghead expects to increase virtual store sales by 10-20 percent as a result of adding avatars and chat technology to its Web site . Says that Egghead's site was the first consumer site to employ chat technology. Reports that Egghead records all avatar conversations, and uses the information to track categories of visitors: those seeking product information, and those seeking conversation. Adds the site has hosted product launches and informational chats successfully. Says Egghead expects to begin weekly special events at some point. Notes Egghead will promote the site after some interface kinks are worked out. Includes one photo.
(JC)
Descriptors: Web Sites; Retailing; Design; Corporate Strategy; Electronic Commerce
Identifiers: Egghead Computer

19/5/19 (Item 6 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00466076 97WW07-113
Seeking to be the 'Internet Post Office' -- Web - based e - mail companies bet that ease of use, portability will attract users as Net evolves
Andrews, Whit

Search report

WebWeek , July 14, 1997 , v3 n21 p38, 40, 2 Page(s)

ISSN: 1081-3071

Company Name: Hotmail

Product Name: Hotmail

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Focuses on the strategies of Web-based e-mail providers, who offer e-mail access through a Web browser, eliminating the need for individual configuration or software. Discusses services, such as Hotmail, that are popular due to their free, ad-based model. Notes that several e-mail directory services are offering Web-based e-mail service to individuals, while others are focusing on small companies. Says that these Web based services can be made accessible via mall kiosks and other alternative means. Questions how many users that have signed up actually use the services and how effective advertising on these sites will be. (kgh)

Descriptors: Electronic Mail; Internet; Messaging; Competition; Web Sites; Directories; Advertising

Identifiers: Hotmail; Hotmail

19/5/20 (Item 7 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2002 Info. Today Inc. All rts. reserv.

00454211 97OU03-009

LookSmart -- All-in-one Web site for neophytes lacks depth

Cosden, Chris

Online User , March 1, 1997 , v3 n2 p49, 1 Page(s)

ISSN: 1085-7257

Company Name: Reader's Digest Association

Product Name: LookSmart

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): C

Geographic Location: United States

Presents a mixed review of LookSmart (free), a Web site finding tool for new Internet users from Reader's Digest Association . Says that the product is easy to use, but offers little substantive value for business users. Explains that users can explore categories such as Home & Family, Health & Fitness, Travel & Vacations, and Money & Work. Adds that the Favorites section allows users to access and personalize lists of Web sites by category. Concludes that LookSmart serves new Internet users well, but business users will find the indexes and search engine limited. Includes one product summary. (smg)

Descriptors: Online Searching; Web Sites; Internet; Indexing; Search Engines; Software Review; Online Information

Identifiers: LookSmart; Reader's Digest Association

19/5/21 (Item 8 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2002 Info. Today Inc. All rts. reserv.

00450391 97WM02-004

Social studies -- ``Community'' is a warm and fuzzy concept from which business hopes to reap some cold, hard returns

Row, Heath

WebMaster , February 1, 1997 , v1 n8 p44-48, 5 Page(s)

Languages: English

Document Type: Articles, News & Columns

Geographic Location: United States

Looks at the evolving phenomenon of Web communities and industries' efforts to capitalize on them to create customer loyalty, test new products, and improve their bottom line. Says that companies are adding user forums and chat groups to their sites in an effort to foster a feeling of community, but it is ultimately the users whose desire to be there creates a **community** feeling. Suggests that **companies** encourage **online community** development by exploiting existing **communities**, providing space for personal **home pages**, planting seeds to garner return visits, and creating real **connections** between **users**. Concludes that **companies** are approaching **online communities** warily until they develop a sense of their potential return. Includes one product source guide. (phi)

Descriptors: World Wide Web; Corporate Strategy; Business

19/5/22 (Item 9 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00444780 96IE12-002

Avatar junction -- While virtual reality is maturing and being touted for business applications, vendors need to expand their visions

Resnick, Rosalind

Internet World , December 1, 1996 , v7 n12 p40-42, 2 Page(s)

ISSN: 1064-3923

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Discusses the growing popularity of virtual worlds on the Internet, calling them enhanced multimedia alternatives to the traditional **Internet Relay Chat** (IRC). Explains that **chat areas in virtual worlds allow users to select a ``graphical online persona ,'' complete with sound capabilities that enabling voice communication**. However, points out that these chat areas leave a lot to be desired, particularly due to the cartoonish nature of the characters. Also refers to interoperability problems among the virtual worlds. Emphasizes, however, that the technology is still very young and that the future is promising. Mentions several related software titles that were introduced at the Web Interactive conference in New York recently. Questions the success of this software, since buyers may be unwilling to pay a premium for it. (kgh)

Descriptors: Virtual Reality; VRML; Internet; Data Communication

19/5/23 (Item 10 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00435939 96PK09-413

Firewall protects, serves -- All-in-one Firewall Server 4.0 provides gamut of simple Net tools

Peterson, Eric

PC WEEK , September 30, 1996 , v13 n39 pN1, N9, 2 Page(s)

ISSN: 0740-1604

Company Name: Secure Computing

Product Name: BorderWare Firewall Server

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): B

Geographic Location: United States

Presents a favorable review of BorderWare Firewall Server v4.0 (\$7,000 for an unlimited-user license), an Internet connectivity package from

Search report

Secure Computing Corp. of Roseville, MN (800). Comes with such standard Internet application tools as name, mail, FTP, news, and World Wide Web servers, along with optional support for virtual private networks (VPNs) and secure server networks. Notes that BorderWare implements the Internet Engineering Task Force's new IPsec digital encryption standard, and calls this the first product to support IPsec-based VPNs. States that you can use Netscape's Navigator 2.02 Web browser as BorderWare's administrative front end, which makes client setup much easier. However, complains that BorderWare's built-in Web server does not support CGI or SSL. Concludes that BorderWare can help small to medium-sized companies quickly establish secure Internet connectivity. Includes one screen display and a corporate buyers' advisory. (jo)

Descriptors: Firewalls; Internet; Software Review; Security; Networks; Server
Identifiers: BorderWare Firewall Server; Secure Computing

19/5/24 (Item 11 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00423374 96CF05-020

Zen and the Art of the Internet: A Beginner's Guide
Kroeker, Kirk L
CD-ROM Professional , May 1, 1996 , v9 n5 p113, 1 Page(s)
ISSN: 1049-0833
Company Name: PTR Prentice Hall
Product Name: Zen and the Art of the Internet: A Beginner's Guide
Languages: English
Document Type: Book Review
Grade (of Product Reviewed): B
Geographic Location: United States
Presents a favorable review of ``Zen and the Art of the Internet: A Beginner's Guide'' (\$23.95) by Brendan P. Kehoe, published in 1996 by PTR Prentice Hall in Upper Saddle River, NJ (800). Says this 255-page softcover book is an introduction to the Internet. Explains that it begins with basic Internet elements, gradually moving to the more complex. Observes that it instructs the user on protocols, including e - mail and online chatting , and tries to show the beginner ``why things are the way they are.'' Notes that it does not offer much for the advanced user. However, concludes that its general information may be valuable as a reference for any level user. Rating: Good. (kgh)

Descriptors: Internet; Tutorial; Reference; Electronic Mail; World Wide Web; Book Review

Identifiers: Zen and the Art of the Internet: A Beginner's Guide; PTR Prentice Hall

19/5/25 (Item 12 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00421609 96MW04-033

Stay on the Web -- Make your Internet site pay off
Hawn, Matthew
Macworld , April 1, 1996 , v13 n4 p94-98, 5 Page(s)
ISSN: 0741-8647
Languages: English
Document Type: Feature Articles and News
Geographic Location: United States
Discusses guidelines for the productive and profitable business use of

Search report

the Internet and the Web. Says a combination of automated e-mail and effective Web sites can help a company to reach new customers, promote and maintain interest in its services and products, and even reduce its overall workload. Adds that the framework for successful use of online resources can vary from company to company. Describes automated e-mail, Web advertising and marketing, providing customer support, and building product awareness. Contains the following sidebars: ``Ten Steps Toward a Solid Net Presence'' (p96); and ``E-mail on Demand'' (p98). Includes three screen displays and a diagram. (dpm)

Descriptors: Web Sites; Electronic Mail; Advertising; Customer Support; Business; Tutorial; Web Management

19/5/26 (Item 13 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2002 Info. Today Inc. All rts. reserv.

00292553 91IT10-008

ALANET adds to customer services

Information Today , October 1, 1992 , v8 n9 p4, 1 Page(s)

ISSN: 8755-6286

Company Name: American Library Association; Association of College and Research Libraries; Innovative Interfaces; Ameritech

Product Name: ALANET; CHOICE; INNOVACQ; ACQFAST

Languages: English

Document Type: Product Announcement

Geographic Location: United States

Announces that the American Library Association 's online information service ALANET has unveiled these following services to customers : reference source reviews from CHOICE, the leading academic library review journal from the Association of College and Research Libraries; the Newsletter on Serial Pricing Issues, providing pertinent and up-to-the-minute information for professionals from professionals; materials ordering systems for users of Innovative Interfaces' INNOVACQ and Ameritech's ACQFAST services; Congressional Quarterly's Washington Alert, with up-to-the-minute files of congressional profiles and bill tracking among other government news; and news and views from the Association for Library Collections and Technical Services. Provides phone number of contact person at end. (PAM)

Descriptors: Online Information; Library; Federal Government; Product Announcement; Consumer Information

Identifiers: ALANET; CHOICE; INNOVACQ; ACQFAST; American Library Association; Association of College and Research Libraries; Innovative Interfaces; Ameritech

19/5/27 (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2002 The New York Times. All rts. reserv.

07916915 NYT Sequence Number: 000000961010

PERSONAL TECHNOLOGY: NOW EVEN HOME PCS CAN GET WEB NEWS, DATA AUTOMATICALLY
Mossberg, Walter S

Wall Street Journal, Col. 1, Pg. 1, Sec. B

Thursday October 10 1996

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:

Hot new trend in Internet-access products involves 'broadcasting' content of World Wide Web sites to users' computers continuously, without

Search report

requiring the user to navigate manually to a Web site; most such services work well only for users with access to big organizations' fast, continuous Internet connections; however, a new product from Global Village Communication, called NewsCatcher, offers constant broadcasts of Web-based material to PC users without fast an

COMPANY NAMES: Global Village Communication

DESCRIPTORS: COMPUTERS AND INFORMATION SYSTEMS; INTERNET AND WORLD WIDE WEB; TELEPHONES AND TELECOMMUNICATIONS

PERSONAL NAMES: Mossberg, Walter S

19/5/28 (Item 2 from file: 475)

DIALOG(R)File 475:Wall Street Journal Abs

(c) 2002 The New York Times. All rts. reserv.

06772468

AMERICAN GREETINGS PLANS CARDS VIA HOME COMPUTER

Wall Street Journal, Col. 6, Pg. 6, Sec. C

Friday June 24 1994

DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English

RECORD TYPE: Abstract

ABSTRACT:

American Greetings Co expects to unveil plans that will help consumers create and send greeting cards and other personalized items at home via computer; is talking with computer on-line services and telecommunications and media companies in an effort to reach agreements to provide customers with the service (S)

COMPANY NAMES: AMERICAN GREETINGS CORP

DESCRIPTORS: DATA PROCESSING (COMPUTERS); ELECTRONIC INFORMATION SYSTEMS;

GREETING CARDS; NEW MODELS, DESIGN AND PRODUCTS

19/5/29 (Item 1 from file: 95)

DIALOG(R)File 95:TEME-Technology & Management

(c) 2002 FIZ TECHNIK. All rts. reserv.

01364190 T99126049124

Cautious optimism from VDMA

(Vorsichtiger Optimismus beim VDMA)

anonym

Textile Month, v44, n11, pp13-14, 1999

Document type: journal article Language: English

Record type: Abstract

ISSN: 0040-5116

ABSTRACT:

The German manufacturers of textile machinery represented by the VDMA maintained their leading position in 1998, which ended successfully for them. A new top value of DM 9.1 billion was achieved in production, while exports remained unchanged at DM 7.9 billion. Development, however, was very different for the various sectors, and while exports of spinning machines increased by just 1 %, exports of finishing machines grew significantly by 13 %. Reduced orders for other sectors during the course of the year made themselves negatively felt in the final overall performance. The USA was again the leading customer for Germany in 1998. The value of deliveries to the USA amounted to DM 1236 million. Turkish orders were still considerable amounting to DM 799 million, ahead of Italy, (DM 632 million), Taiwan (DM 358 million) and PR China (DM 343 million).

The greatest increase in demand came from 13th-placed Syria, amounting to DM 181 million and representing an increase of almost 300 %, while machines worth DM 188 million were delivered to Portugal 77 % more than during the previous year. At the beginning of 1999 the unsatisfactory development of order placements continued and had an immediate influence on exports. By the middle of the year these were a third less than in 1998. The most affected was the spinning sector, which exported 50 % fewer machines. At Fachgemeinschaft Textilmaschinen's website www.txm.vdma.org there is an extensive sourcing service for textile machines and equipment. Via a link, the **user** can go directly to the **homepage** of the **company** in **question** and obtain further detailed information, or make e-mail contact.

DESCRIPTORS: TEXTILE MACHINES; FEDERAL REPUBLIC OF GERMANY; MARKET SHARE; MARKET ANALYSIS; ECONOMIC STUDY; ECONOMIC BALANCE; ECONOMIC DEVELOPMENT; GLOBAL MARKET

IDENTIFIERS: LAENDERBERICHT; Textilmaschinenbau; Deutschland; Marktstudie

19/5/30 (Item 2 from file: 95)
DIALOG(R)File 95:TEME-Technology & Management
(c) 2002 FIZ TECHNIK. All rts. reserv.

01311452 E99050541249

Site Server & Co. Wissenspool Intranet. Content Management Systeme im Ueberblick

Klesper, U; Wendiggensen, F

MIT & OC Consulting, D

NT-Journal, v14, n3, pp64-66, 1999

Document type: journal article Language: German

Record type: Abstract

ISSN: 1438-7425

ABSTRACT:

Beschrieben werden die Entwicklung und das Einrichten des konzernweiten Intranets bei der RWE AG. Die Ausschreibung zur Konzeption und Realisierung des RWE-Intranets konnte die MIT & OC Consulting aus Essen fuer sich gewinnen. Deren Mitarbeiter entwarfen zunaechst ein Ebenenkonzept, das Basisdienste, allgemeine Informationsdienste und Fachapplikationen umfasste. Die Komponenten innerhalb der Ebenen sollten moeglichst modular gestaltet sein, um eine groesstmoeegliche Wiederverwendbarkeit zu unterstuetzen. Eine weitere Anforderung bestand darin, dass der einzelne Anwender kein HTML-Spezialist sein muesste, um Inhalte in das Intranet einzustellen. Damit stand jedoch von Anfang an fest, dass die Umsetzung dieses Anforderungskataloges nur mit einem CMS (Content Management System) realisiert werden konnte. Beim CMS handelt es sich um Software auf Web-Basis, mit deren Hilfe sich die Inhalte leicht pflegen - also einstellen, aendern und verwalten - lassen. Ausserdem stellt es eine einheitliche Benutzeroberflaeche fuer verschiedene Inhalte bereit. Die Auswahl eines geeigneten CMS, das in die IT-Landschaft des RWE-Konzerns passte und eine genuegende Flexibilitaet sowie Anpassungsfaehigkeit vorwies, gestaltete sich jedoch schwieriger als erwartet. So testete die MIT & OC Consulting nacheinander alle gaengigen CMS-Produkte wie Hyperwave Information, Intrabase, One-to-One, Live Link oder Info Office. Doch keines der am Markt erhaeltlichen CMS entsprach letztendlich den geforderten Bedingungen hinsichtlich Offenheit zu anderen Applikationen und Datenbanken, Skalierbarkeit und Benutzeradministration sowie Performance in vollem Umfang. Auch der Site Server 3.0 von Microsoft wurde einem Test unterzogen. Dieses Produkt kam den Erwartungen der RWE hinsichtlich Flexibilitaet und Anpassungsfaehigkeit am naechsten. So bietet der Site Server vielfaeltige Moeglichkeiten der Gestaltung, Benutzerpersonalisierung und Integration von Datenbanken. Diese Faehigkeiten gaben letztlich den

Search report

Ausschlag fuer die Wahl der Microsoft-Loesung. Die Kombination von Internet Information Server, Site Server 3.0, SQL Server, Index Server und Active Server Pages erlaubten die Realisierung des RWE-Intranets so, wie es konzeptionell entworfen wurde. Die getesteten CMS werden in einer Tabelle zusammengefasst.

DESCRIPTORS: ENTERPRISE--FIRM; INFORMATION NETWORKS; KNOWLEDGE BASES; INFORMATION SYSTEMS; LONG DISTANCE NETWORKS; INFORMATION TECHNOLOGY; PROGRAMMING LANGUAGES; CLIENT SERVER SYSTEMS; DATA BANK; COMPUTER SOFTWARE; DEVELOPMENT--PROJECT; USER INTERFACES; FLEXIBILITY; QUERY LANGUAGES; DOCUMENT; IMPLEMENTATION; EMPLOYEES; PRODUCT INFORMATION; PRODUCT COMPARISONS; MARKET REVIEW; ELECTRIC POWER UTILITY COMPANIES ; INTERNAL NETWORKS; WORLD WIDE WEB
IDENTIFIERS: konzernweites Intranet; Content Management System